

Message Text

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PAGE 01 BUENOS 01153 141151Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----141333Z 032719 /45

R 111950Z FEB 77
FM AMEMBASSY BUENOS AIRES
TO USDOC WASHDC
SECSTATE WASHDC 9059

UNCLAS BUENOS AIRES 1153

E.O. 11652: N/A
TAGS: BEXP, AR
SUBJECT: FY-78 COUNTRY COMMERCIAL PROGRAM (CCP), SECTIONS
II AND IV

REF: A) 76 STATE A-5960; B) 76 BUENOS AIRES 2568

1. SECTION II - PERSONNEL RESOURCE LIST - 1.0 ECONOMIC/
COMMERCIAL PERSONNEL; 1.1. GENERAL PROGRAM - AMEMBASSY
BUENOS AIRES:

- FSO-2: E/C OFFICER - COUNSELOR FOR ECONOMIC AND
COMMERCIAL AFFAIRS.
- FSO-3: E/C OFFICER - ECONOMIC OFFICER.
- FSO-4: E/C OFFICER - COMMERCIAL ATTACHE
- FSO-7: E/C OFFICER - ASSISTANT COMMERCIAL ATTACHE
- FSS-7: SECRETARY
- FSS-8: SECRETARY
- FSL-9: COMMERCIAL ASSISTANT
- FSL-9: COMMERCIAL ASSISTANT
- FSL-7: COMMERCIAL ASSISTANT
- FSL-7: ECONOMIC/STATISTICS SPECIALIST
- FSL-6: LIBRARIAN
- FSL-5: SECRETARY
- FSL-4: SECRETARY
- FSL-4: SECRETARY

2.0 CONTRIBUTORY PERSONNEL - EMBASSY BUENOS AIRES
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PUBLIC AFFAIRS OFFICER
PRESS AND PUBLICATIONS OFFICER
SCIENCE ATTACHE
MILITARY GROUP COMMANDER
AGRICULTURAL ATTACHE

2. SECTION IV - OTHER SPECIAL POST EFFORTS - ACTIVITY NO.1:

MAJOR PROJECTS PRODUCT - PRIORITY 6 - PRIMARY RESPONSIBILITY:
PETER E. JONES - DESCRIPTION/JUSTIFICATION: THOUGH MOST
OF THE MAJOR PROJECTS AND PRODUCT PURCHASES LIKELY TO BE
UNDERTAKEN BY ARGENTINE INDUSTRY IN FY 1978 ARE PROBABLY
INCLUDED IN THE CAMPAIGNS IN SECTION III, IN ALL LIKE-
LIHOOD, THERE WILL BE A NUMBER OF ADDITIONAL MAJOR
PURCHASES CONNECTED WITH OTHER SECTORS OF THE ECONOMY,
SUCH AS: FOUNDRY AND ROLLING MILL EQUIPMENT, PULP AND PAPER,
MACHINE TOOLS, AVIATION AND AVIONICS EQUIPMENT AND TEXTILE
EQUIPMENT. OUR OBJECTIVE SHOULD BE TO DETECT AND REPORT
THESE OPPORTUNITIES TO THE U.S. BUSINESS COMMUNITY AS EARLY ON
AS POSSIBLE AND TO ASSIST THEM IN CONVINCING THEIR POTENTIAL
CUSTOMERS THAT THEY ARE THE MOST COMPETITIVE AND CAPABLE
CONTRACTORS AVAILABLE.

3. ACTIONS TO BE TAKEN: A) ESTABLISH AND CULTIVATE
CONTACTS WITH PERSONS AND OFFICES RESPONSIBLE FOR
DECISIONMAKING ON PROJECT AND PRODUCT PURCHASES.
UTILIZE THESE CONTACTS TO OBTAIN INFORMATION AT THE EARLIEST
STAGES OF PROJECT CONCEPTUALIZATION AND PLANNING OR WITH
RESPECT TO PENDING DECISIONS RELATED TO MAJOR PRODUCT
PURCHASES. SPECIFICALLY, THE POST WILL SEEK TO
DEVELOP ACCESS TO INFORMATION ON: 1 - PLANS
INVOLVING FEASIBILITY OR PREINVESTMENT STUDIES.
2 - BIDDING PROCEDURES. 3 - FINANCING REQUIREMENTS.
4 - TENDERS. 5 - OPPORTUNITIES FOR ENGINEERING/
CONSTRUCTION FIRMS AND EQUIPMENT SUPPLIERS. 6-
PROGRESS ON COMPANY BIDS AND CONTRACT NEGOTIATIONS.
B) ARRANGE TO OBTAIN NOTICES OF PROSPECTIVE PROJECT
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AND EQUIPMENT BID INVITATIONS. C) REPORT EXPEDIENTLY
INFORMATION OBTAINED, WHATEVER THE STAGE
OF DEVELOPMENT, OF A PROJECT OR PROSPECTIVE
PRODUCT SALE TO PERMIT EARLY ADVICE TO POTENTIALLY
INTERESTED U.S. FIRMS. D) EVALUATE AND RECOMMEND
STRATEGY AND ACTIONS APPROPRIATE FOR U.S. FIRMS
TO EXPLOIT MAJOR PROJECTS/ PRODUCT SALE PARTICULARLY
WITH RESPECT TO MEETING COMPETITION.

4. ACTIVITY NUMBER 2 - FOREIGN BUYER PROGRAM -
PRIORITY 7 - PRIMARY RESPONSIBILITIES: EUGENIO PALLARES
JORDA DESCRIPTION/JUSTIFICATION MISSION WILL PROVIDE
SPECIAL EMPHASIS DURING THE YEAR TO GENERATING
ARGENTINE BUYER ATTENDANCE AT KEY U.S. TRADE
SHOWS SUPPORTED BY THE COMMERCE DEPARTMENT'S
FOREIGN BUYER PROGRAM, BECAUSE OF GREAT
BENEFITS TO BE DERIVED FROM GIVING ARGENTINE ADDITIONAL EX-
POSURE TO U.S. TECHNOLOGY IN VIEW OF THEIR TRADITIONAL BIAS
TOWARDS EUROPEAN TECHNOLOGY.

5. ACTIONS TO BE TAKEN: A) PUBLICIZE FBP-SUPPORTED SHOWS IN THE COMMERCIAL NEWSLETTERS; B) PREPARE NEWS RELEASES FOR PUBLICATION IN TRADE AND APPROPRIATE NEWS MEDIA; C) IN THE CASE OF SEVEN SELECTED SHOWS, UNDERTAKE A SPECIAL PROMOTION EFFORT, IN COMBINATION WITH LOCAL TOUR PACKAGE WHOLESALER, DIRECTED TOWARDS ORGANIZING FOREIGN BUYER GROUPS TO ATTEND THESE EXPOSITIONS.

6. ACTIVITY NO.3. INVESTMENT FACILITATION- PRIORITY 8-
PRIMARY RESPONSIBILITY: RANDOLPH REED - DESCRIPTION/
JUSTIFICATION: THE ISSUANCE OF THE GOA'S NEW
INVESTMENT LAW, THE ANTICIPATED ISSUANCE OF THE FOREIGN
TECHNOLOGY LAW, AND FURTHER GOA SUCCESS IN COMBATTING
THE TERRORIST THREAT ARE EXPECTED TO STIMULATE INTEREST
BY U.S. INVESTORS AND LICENSORS IN ARGENTINA BY FY 1978.
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THE MBASSY WILL BE ONE OF THE PRINCIPAL SOURCES OF
ADVICE AND COUNSEL FOR U.S. FIRMS SEEKING TO ENTER THE
ARGENTINE MARKET. OUR OBJECTIVE SHOULD BE TO BE
PREPARED TO GIVE U.S. BUSINESSMEN THE MOST THROUGH
BRIEFING AND ADVICE POSSIBLE ON THE INVESTMENT CLIMATE
AND PROCEDURES FOR INVESTING IN ARGENTINA.

7. ACTIONS TO BE TAKEN: A) MAINTAIN NECESSARY
CONTACTS WITH GOA OFFICIALS MAKING INVESTMENT POLICY
AND ADMINISTERING INVESTMENT REGULATIONS. B) MAINTAIN
CLOSE COMMUNICATIONS WITH ESTABLISHED U.S. BUSINESS
COMMUNITY IN ARGENTINA ON SUBJECT. C) PREPARE AND
SUBMIT STATUS REPORTS REFLECTING NEW DEVELOPMENTS.
HILL

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